

Rep Order# 9796726 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 569212

Printed: 10/29/2012 4:37 PM
Last Received: 10/29/2012 4:12 PM
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product DCCC
Estimate# 1198
Buyer Katie Keuleman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1198
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LNS 23 & 28 NA - MG LNS 31,32-
CREDIT LNS 20,27 - MG ON NEXT CONTRACT-TTL=\$26,450

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-----------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *20 | SU | 5P-530P | FOX13-LIVE@5WK [MADE-GOOD BY LINE(S) 31 32] V11 Effective Dates Changed | :30 | \$450.00 | 10/21-10/21 | 0 | 0 | 0 | \$0.00 | |
| | *31 | SU | 5P-830P | NLCS [MKGD FOR SPOTS MISSED ON LN #20: 10/21(1/WK), MKGD FOR SPOTS MISSED ON LN #23: 10/22(1/WK), MKGD FOR SPOTS MISSED ON LN #27: 10/22(1/WK), MKGD FOR SPOTS MISSED ON LN #28: 10/20(1/WK)] V11 Added | :30 | \$1,200.00 | 10/21-10/21 | 1 | 1 | 1 | \$1,200.00 | |
| | *32 | SA | 1P-130P | COLLEGE PREGAME [PART OF A MKGD MADE UP OF LINES 31 32] V11 Added | :30 | \$250.00 | 10/20-10/20 | 1 | 1 | 1 | \$250.00 | |
| | *23 | TU-F,M | 9P-930P | FOX NEWS AT 9 [MADE-GOOD BY LINE(S) 31 32] V11 Effective Dates Changed | :30 | \$1,200.00 | 10/16-10/22 | 2 | 1 | 2 | \$2,400.00 | |
| | *27 | TU-F,M | 10P-1030P | SEINFELD [MADE-GOOD BY LINE(S) 31 32] V11 Effective Dates Changed | :30 | \$450.00 | 10/16-10/22 | 2 | 1 | 2 | \$900.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-----------|------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *28 | SA | 10P-1030P | SEIN FELD | :30 | \$250.00 | 10/20-10/20 | 0 | 0 | 0 | \$0.00 | |
| | | | | [MADE-GOOD BY LINE(S) 31 32] | | | | | | | | |
| | | | | V11 Effective Dates Changed | | | | | | | | |

--REPORT TOTALS--

Report Totals: 6 / \$4,750.00

--SALES MONTHLY TOTALS--

Oct 12: 50 / \$26,450.00

Sales Totals: 50 / \$26,450.00

Station Totals: 50 / \$26,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|-----|------|-----|------|-----|
| Market Totals | \$115,000 | CABL | 0% | KDLU | 1% | KJZZ | 2% | KSL | 27% | KSTU | 23% |
| | | KTVX | 19% | KUCW | 2% | KUTV | 26% | UNKB | 0% | UNKN | 0% |

Books null
Demos RA35+